

2.2 Community Cluster 2—West Central



Question 1: What do you consider to be the most significant factor(s) that make the City of Long Beach a desirable place to live, work, and play?

Land Use/Location

- Neighborhood focus
- Beach*
- Parks*
- Shoreline Village
- Downtown Long Beach areas*
- Bixby Knolls
- Belmont Shore
- Central location in region*
- Waterfront access*



Residential/Housing

- Quiet paced neighborhoods*
- Schools*
- Desirable housing
- Variety of communities*
- Diverse neighborhood housing
- Affordable

Commerce/Employment

- Shops
- Restaurants*
- Job opportunities
- Diverse economy*
- Retail*
- Night life

* More than one respondent had the same response.



Parks/Recreation

- Parades
- Recreation

Transportation

- Access to more than one freeway*
- Bicycle friendly
- Whole city is accessible easily (good roadway system)
- Good transportation*

Environment

- Climate*
- Quality of environment (air, water, open space)

Character/Culture

- Diversity*
- Distinct neighborhoods
- Clean
- Beautiful
- Historical landmarks*
- Cultural activities that are varied*
- City with smaller town feel
- Good people*

Public Services

- Responsiveness of City staff

Question 2: What do you consider to be the most significant factor(s) that make your neighborhood (or larger Community Cluster) a desirable place to live, work, or do business?

Land Use/Location

- Areas within upper West Side have potential for being developed for affordable single-family housing

Residential/Housing

- Mobile home park security
- Peacefulness
- Predominantly single-family housing*
- Good schools*
- Livable
- Quality housing*
- Housing affordability
- Low-density single-family housing
- Pride of ownership
- Friends

- Homeowners*
- Neighborhoods*

Commerce/Employment

- Convenient shopping (two shopping areas—Bixby Knolls and Wrigley Marketplace)*
- Trader Joe's

Parks/Recreation

- LA River trail*
- Close to park areas*
- Open space

* More than one respondent had the same response.

Transportation

- Freeway accessibility*
- Close to two transportation arteries
- Close to two bus corridors
- Low traffic
- Good transportation system
- Rail transit connections
- Easy access to Downtown, LA, etc.

Character/Culture

- Diversity*
- Friendly*
- Caring
- Extremely helpful
- Clean
- Historical*

- Building restrictions
- Trees*
- Small town feeling
- Charm of architecture and location

Public Services

- Close to Post Office
- Close to Medical facility LBMMC
- Close to Fire and Police Departments
- Close to Library
- Relatively safe*

Miscellaneous

- Existing neighborhood is the place people rather stay away from (West I-710). People desire to move out.
- A history of institutional necessity

Question 3: What do you consider to be the most significant issues or problems that threaten the qualities that make your neighborhood (or Community Cluster) a desirable place to live or work (if any)?

Residential/Housing

- Homeowner insurance an issue due to age and construction of houses
- Neighbors parking in front yard
- Neglect, blighted properties—West Long Beach and Wrigley area*
- School overcrowding*
- Escalating housing prices*
- Slumlords
- Trash everywhere*

Commerce/Employment

- Lack of banking facilities*
- Lack of drug stores*
- Lack of decent grocery stores*
- Venue for entertainment
- Lack of retail outlets

- Ratty motels on PCH
- Limited economic activity
- Blighted shopping district*
- Walmart
- 99 Cents Only store
- Stores using parked cars for advertising business or signs out on public park islands; “tacky”

Parks/Recreation

- Lack of open space* for early teen use
- More native plant opportunities
- Lack of recreational facilities

* More than one respondent had the same response.

Transportation

- Parking impacted due to older apartments
- Traffic* since PCH closed (e.g., from PCH to Willow)
- Noise (especially loud noise from cars)* along the freeways
- Need more senior-specific transportation
- Stop trucks/big-rigs from parking on residential streets
- Keep streets safe
- Get big-rigs off I-710 and onto Alameda or onto trains
- Parking*
- Street racing
- Air quality*
- Auto-dominated streetscape
- Proximity to freeway*
- Tree roots destroy sidewalks
- Speeding*
- Port and traffic on I-710
- Airport expansion (noise)*

Character/Culture

- Palm trees—failure to maintain, dry date seeds on sidewalks, very dangerous
- Trees are too large for area and not trimmed often enough

Public Services

- Crime*
- Need a large post office
- Health and safety
- Lack of access to parks and open space resources

Miscellaneous

- PCH “business,” drugs, porn, hookers* at motel Purple Onion at Oregon Ave. and PCH in Wrigley
- Gang activity and dope on Magnolia and 19th Street, PCH
- Surrounding area gangs*
- Graffiti*
- El Capitan Complex—drug dealing, gangs, etc.

Question 4: Are there any places in your Community Cluster that you visit on a regular basis to interact with your neighbors and consider to function as your “downtown”—or, a central point for community activities and events, socialization, entertainment, and other activities? If so, what are these locations and what makes them function in this role? Do they foster pedestrian activity?

Residential/Housing

- Neighborhood parades
- Activities
- Parties/Block parties*

Commerce/Employment

- Coffee shop*
- Parking
- Wrigley Shopping Center

- Starbucks on Willow*
- Bixby Knolls
- Restaurants
- Trader Joe’s*
- Jöngewalds’ (37th Street, Atlantic)
- Anaheim shopping area
- Jan’s Antiques
- Orchard Supply

* More than one respondent had the same response.

- Atlantic Ave. between Bixby and San Antonio for shopping and eating
- Grocery Stores
- Drug store

Parks/Recreation

- Los Cerritos Park*
- Silverado Park*
- River Bike trail
- Vets Park
- Concert in park

- Hudson Park
- LA River canal

Miscellaneous

- Atlantic Ave.
- Pacific Ave. north of PCH
- Atlantic and Carson area
- Lakewood
- Atlantic Ave. between San Antonio and Wardlow; this strip evokes feelings of a small town (especially the older facades)

Question 5: What important land uses are missing in your neighborhood or Community Cluster that you believe should be encouraged to develop there in the future? (businesses, employment, parks, community facilities, etc.).

Residential/Housing

- Use Cabrillo High for concerts, etc.
- New housing developments (single dwelling units)
- Schools/community centers
- Affordable and market-rate housing (rental or sale)
- Lower density
- Artist lofts

Commerce/Employment

- Movie house
- Decent commercial on PCH
- Decent “neighborhood” eating place*
- Too much fast food
- Decent, safe motels/hotels along PCH
- A central neighborhood center (within Santa Fe and Willow) that combines the major services and bank, pharmacy, grocery store, with adequate parking*
- A lot of little taco stands
- Too many junk stores in small areas
- Lack of employment and businesses

- Banking facilities*
- Supermarkets*
- Too many adult bookstores
- Better retail along Pacific Avenue from PCH to Willow
- Street front commercial/retail, mixed-use
- Small local stores*
- Theaters/entertainment
- Sidewalk cafes
- More pedestrian-friendly business district
- Drug stores*
- Fast food restaurants
- Small grocery store for people to be able to walk to
- Department stores
- Bookstore
- Other retail shops that sell unique types of goods, i.e., home furnishings and apparel like Parnel on 2nd Street in Belmont Shore.
- Anchor stores on Pacific

* More than one respondent had the same response.

Community Cluster Input

Park/Recreation

- State Park
- Pocket parks*
- Recreational facilities
- Entertainment options (live, decent)*
- Community facilities for teens
- Access to LA River, as useable open space
- Parks and open space*
- Open space
- Places for kids to go*

Transportation

- More street trees and attractive medians
- Affordable parking
- Barriers between schools facing Terminal Island (47) Freeway
- Move big-rigs off Santa Fe and out of residential areas

- Consider the business parking and traffic issues
- Pedestrian-friendly streets
- More speed bumps
- More bicycle-friendly community

Character/Culture

- Less thoroughfare feel

Public Services

- Museums

Miscellaneous

- Implementation of LA River Link concept: “Consistent Style” Vision as a means to connect City to river
- Neighborhood has so much to offer that I cannot think of any needed additions.
- Demolishing “El Capitan Complex” and expanding Webster Elementary School

Question 7: How would you like to see your neighborhood or Community Cluster change in the future? (Prompts—“keep it as it is,” “improve its appearance,” “develop grocery stores,” etc.).

Land Use/Location

- More urban neighborhood center with mixed-use residential/commercial around transit stops
- Limit growth of Port of Long Beach

Residential/Housing

- Eliminate cluster of apartment buildings
- Develop more affordable housing*
- New school
- Less blighted units
- Walkable communities*

* More than one respondent had the same response.

Commerce/Employment

- Business move into empty store areas in Bixby Knolls shopping complex
- Good but not expensive restaurants in area*
- Full service grocery stores*
- Banking facilities
- Drug stores
- More retail
- Bookstore
- Increase economic activity by establishing commercial units
- Less bars/liquor stores*
- More consistent design guidelines of retail*
- Less strip-mall/fast food development
- Encouragement of locally-owned businesses vs. national chains
- Get rid of Thrift store on Orange and Carson and the 99 Cents Only store.
- Outdoor eateries
- Unique shops
- Less auto repair shops on Long Beach and Atlantic Avenue
- Keep the variety of businesses

Parks/Recreation

- More open space*
- Develop median on Daisy Lane for active recreation
- Develop cultural center

Transportation

- Add more medians, greenery and plants*
- Increase lighting at intersections
- Improve appearance of major streets
- Need to improve pedestrian-friendly streets
- Need better pedestrian access in retail corridors
- Cleaner streets—city sweepers can improve*
- Need to divert traffic from I-710 Freeway to the Alameda corridor
- Wider sidewalk along Atlantic
- More traffic control

Public Services

- Gang and drug-free areas; need safe areas
- Remove transmission and electrical wires above ground
- More community places for family services in the neighborhoods
- Provide community with low or no cost dentistry, vision, and medical help

Miscellaneous

- Upgrade landscaping at Cabrillo High on Santa Fe Ave. so it doesn't look like prison
- Add sculpture, fountains in public areas
- More clean air, less pollution

* More than one respondent had the same response.

Question 7: Are there any locations in the Community Cluster where you regularly experience traffic congestion? List specific segments, intersections, or interchanges. Describe the nature of these problems (use single words, or short phrases).

- 710 Freeway*
- Willow Street heavy traffic in afternoon and mornings*
- Santa Fe congested because of schools
- Willow and Santa Fe
- Wardlow and Santa Fe because of truck traffic
- Willow Ave. East of Golden all the way to Atlantic
- Santa Fe between 47 freeway and Easy
- Wardlow Rd. between railroad tracks W. of Willow to Delta Ave.
- Easy Ave. between Spring and Wardlow
- Corner of Willow and Easy
- Corner of Hill and Santa Fe
- Willow and Long Beach Blvd.*
- Santa Fe corridor
- Pacific and Wardlow*
- 405 Northbound exit at Long Beach Blvd.
- Atlantic Ave.*
- Long Beach Blvd.
- Long Beach Blvd. and Wardlow causing excess traffic onto residential streets*
- Willow and Orange
- At Magnolia and PCH—before 7 PM
- Golden and Willow—all the time at Golden signal on to Willow
- Willow and Magnolia*
- Willow and Pacific
- Poly High on Atlantic
- Wardlow Road (evening hours)—connection between I-710 to I-405 S
- California, Roosevelt, Bixby Roads around Hughes Middle School. Armando, Myrtle, Bixby, Lime around Longfellow School. Marshall, Marron, Cerritos, Lemon around St. Barnabas Day School. Mornings from 7:30 to around 9 AM and afternoons starting at 3:15 to 4:30.
- Perhaps turn signals could be placed at some of the busier intersections esp. at Wardlow intersections.
- Cherry in the AM rush and evening rush has unusually high volume of traffic
- Pacific and 20th Street (No Stop Sign)
- Pacific and PCH (No left turn signal)
- Any major intersection (No left turn signal)
- 710 from Anaheim to 91, 6 AM to 6 PM
- None*

* More than one respondent had the same response.

Question 8: Are there locations where you have difficulty finding parking when trying to visit a business or residence in your Community Cluster?

- Mobile home park (Windward Village)
- Seeing an increase in long-term parking of junky vehicles as the number of drivers in multi-family units expand
- Parking at Post Office on Pacific Ave.
- On street sweeping days, it is difficult for visitors especially where there are a number of multiple dwellings*
- Oregon to San Francisco either side of 19th Street (N or S) (apartments in area)
- All along Santa Fe Ave.
- Particularly at Bret Harte library
- Post office at Santa Fe and 23rd Street*
- Cabrillo High School
- Santa Fe Ave. and Hill
- Santa Fe Ave. and 25th Street
- 34th Street and Neitherly (new street in front of Webster Elementary)
- Across from: 1739 W. 34th Street
- Santa Fe and 34th Street*
- 34th Street
- Atlantic Ave. commercial! Encroachment into residential streets in Central area*
- Around Metrorail on Pacific, etc.
- Chestnut N. of PCH and surrounding streets
- All along Pacific Ave. north of PCH to Spring.
- Along Willow all the time
- All areas, everywhere (except Wrigley Center)
- South of PCH, I-710 to city limit
- None*

Question 9: Are there residential or commercial streets in your Community Cluster where you feel the traffic volume or speed is too high? Are these local residential streets that are used as short cuts for through traffic? Do you know what causes cut through traffic on these streets (for example—are the drivers trying to avoid congestion at a particular location or a difficult turn at an intersection)?

- Windward Dr. and Santa Fe (running stop light)
- Golden Ave. and San Francisco Ave. in Wrigley Area (Cut through traffic)*
- Golden Ave. from PCH to Willow (speeding, truck traffic)*
- Many cut through PCH closed at Wilmington
- Speeding is a problem night and day
- 32nd Street and Baltic—Don't stop at stop signs
- Delta Ave. between Willow and Spring (Easy is a bus route, very small!)
- Fashion the intersection is too busy to turn of Easy so they use Fashion Ave.
- Adriatic Ave. to turn off from Willow. Busy street.
- Pine and Eagle
- Pacific and Burnett
- Long Beach Blvd.*
- Atlantic Ave. in Bixby Knolls*
- Pacific through Los Cerritos*

* More than one respondent had the same response.

Community Cluster Input

- Willow exiting I-710 Freeway East to Pacific
- Daisy and Golden
- On Easy
- Willow*
- Orange Avenue
- Walnut Avenue
- Cherry Avenue*
- Cars exit Santa Fe to avoid the trucks on the I-710 freeway
- Speeds too high on Carson Street from Atlantic to Cherry—both directions.
- People cut thru Linden to avoid Atlantic or Long Beach Blvd.*
- The intersection at Cherry/San Antonio/Del Amo is congested.
- Pacific and 20th Street—Alleys, whole area.
- PCH
- Wardlow
- West of I-710
- No problem*

Question 10: Are there streets where you think the walking conditions should be improved? Are there streets or street segments with no sidewalks or sidewalks that are seriously broken or cracked? What types of improvements would you suggest (e.g., better lighting, wider sidewalks, better/safer crosswalks)?

- Palm tree “date seeds” have become a problem due to decreased trimming*
- Dangerous slip and fall
- Sidewalks in South Wrigley need repair
- Need landing friendly curbs in So. Wrigley (Golden and 19th Street)
- Santa Fe Ave. and 21st Street no crosswalk and need a light.
- Harbor Street needs crosswalks
- Better lighting*
- Santa Fe corridor—need crosswalks
- Atlantic Ave. in BK*
- More pedestrian friendly
- Long Beach Blvd.
- PCH
- Wider sidewalks
- Street furniture
- Hard to walk from Wardlow transit to Atlantic—no sidewalks/Freeway entrance
- On Oregon Ave., north of PCH
- Pedestrian lights for crossing street
- Between Wardlow and Spring—alongside the metro train
- Don’t know of any
- Pacific Ave.—Gangs
- 20th Street-Eucalyptus
- Chestnut
- All areas need improvement
- No problem*

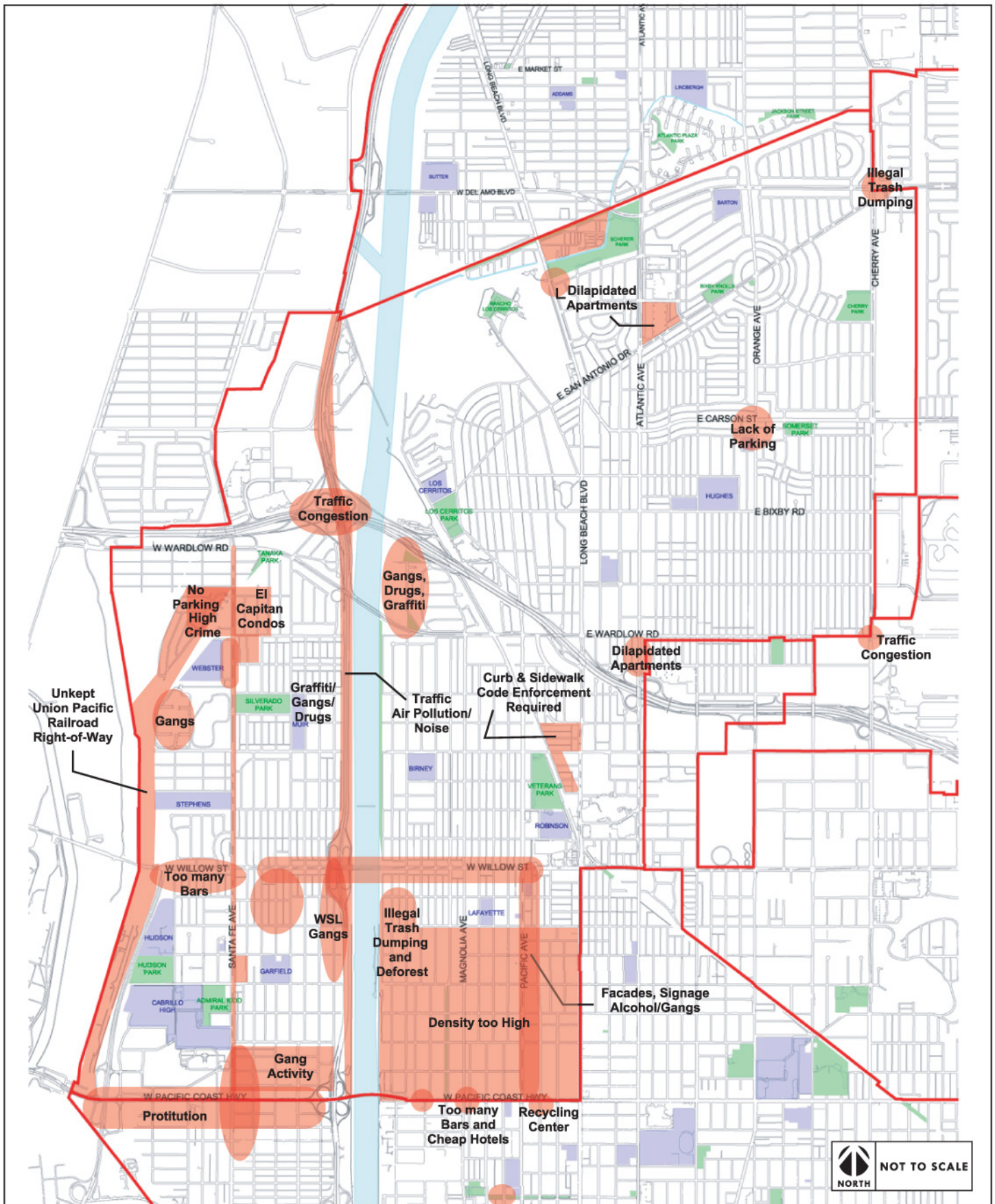
* More than one respondent had the same response.

Question 11: Do you regularly use public transit? (In the discussion, please ask for a show of hands). What would encourage you to use transit more regularly (list a maximum of two factors)? Are there any destinations that you would like to be able to reach by public transit that you cannot now reach by transit? Is the transit service adequate in your neighborhood or Community Cluster?

- No, but would use Blue Line if better accessible
- Occasionally take Blue Line to downtown LA if unable to avoid drive during commute hours*
- No. No problem. It is available and there are two lines conveniently situated.
- No. Mostly a matter of routes but time and cost also a factor*
- No*
- Too many crazy people on buses
- Sometimes you miss your connections
- Young people are too rude
- Sometimes not enough seating
- Yes
- Make transit stops more pedestrian friendly and add appropriate higher densities around transit stations*
- Better parking at Wardlow St. Good connections to other cities, i.e., San Pedro*
- Rarely—Downtown, destination
- I use the Blue Line to reach my job in LA
- Son—school, work
- More information about Transit to Costa Mesa

Exhibits 2.2-1, 2.2-2, and 2.2-3 show the collective input from the Community Cluster Committee as to the location of the assets, problems/Issues and areas of future development.

* More than one respondent had the same response.

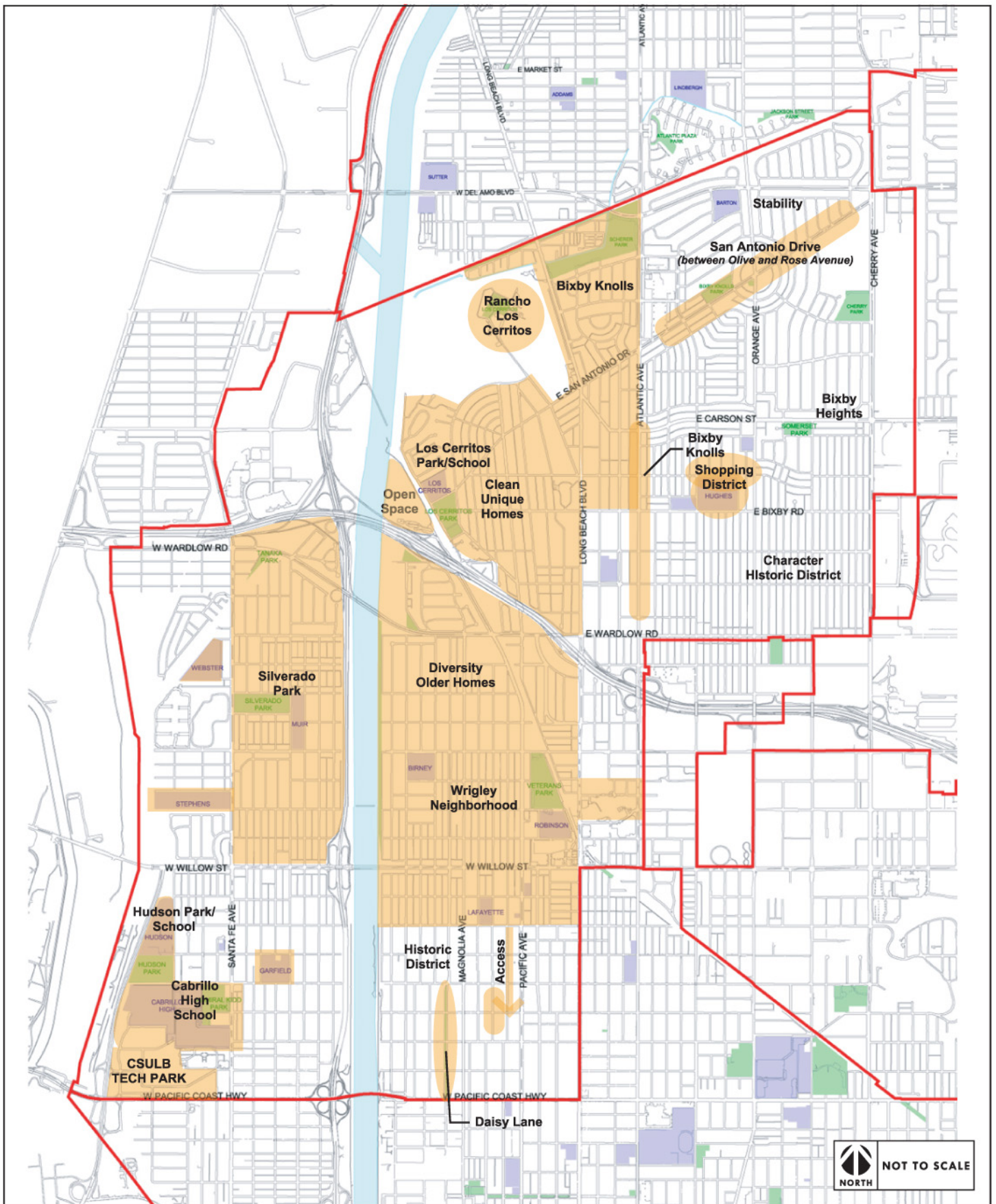


LONG BEACH GENERAL PLAN UPDATE CLUSTER 2: WEST CENTRAL

SOURCE: City of Long Beach

EXHIBIT 2.2-1

Problems/Issues

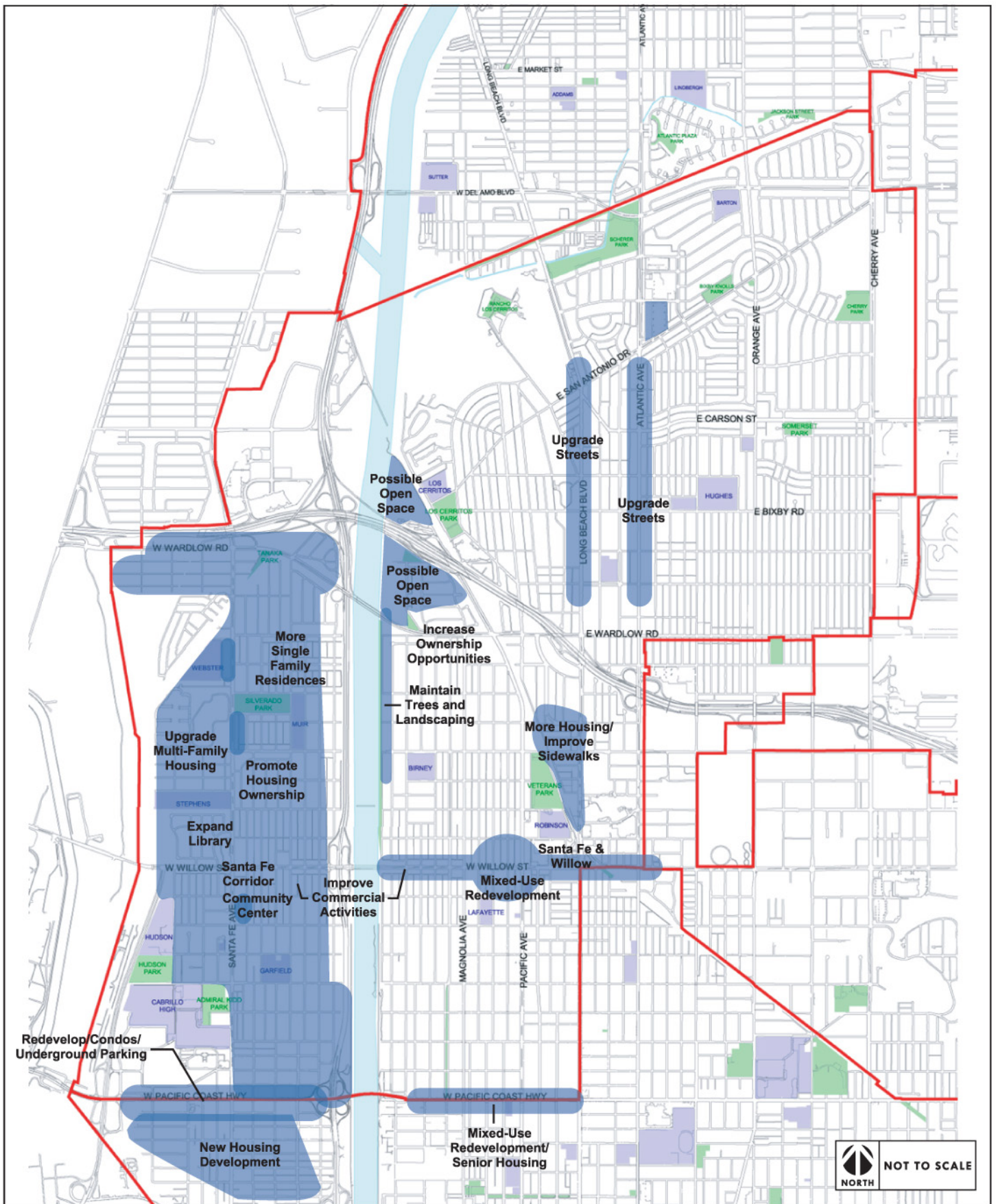


LONG BEACH GENERAL PLAN UPDATE CLUSTER 2: WEST CENTRAL

SOURCE: City of Long Beach

EXHIBIT 2.2-2

Assets



LONG BEACH GENERAL PLAN UPDATE CLUSTER 2: WEST CENTRAL

SOURCE: City of Long Beach

EXHIBIT 2.2-3

Areas for Future Development